

FOCUS INDIA 2024/25

# PARTNERSHIP BOOKLET

The Swiss Indian Trade and Economic Partnership Agreement: Innovation through Collaboration

FOCUS  
 INDIA  
20th edition

Recommended by:



Swiss-Indian Chamber of Commerce

**n|w** Fachhochschule  
Nordwestschweiz

# ABOUT

## International Student Project



Our International Student Projects Insight China, Focus India, connectUS, exploreASEAN, and Holatam are flagship initiatives within the FHNW School of Business, organized by teams of students for delegations of students in their final year, all of whom are eager to learn and perform in international business. The project teams work under supervision of a FHNW lecturer. Designed to create a unique and vibrant platform for networking opportunities, these projects allow specially recruited students to gain unique business culture experiences, explore contemporary business concepts, and access valuable opportunities. Each initiative includes two major segments: a preparatory seminar held in Switzerland followed by a study-trip abroad. These seminars provide exclusive insights into the target country or regions, examining their business landscape along with cultural, political, socio-economic and demographic challenges.

### Your Advantages of Being a Partner

Partnering with our ISPs offers your business access to a rich pool of talented and hand-picked individuals from diverse academic backgrounds, such as engineering, business information technology, life sciences or management bachelor programmes. We provide opportunities to network with our delegates and access to CVs, helping you forge valuable and sustainable connections. Additionally, your company logo will be featured at ISP events, ensuring visibility within our broad student community. We encourage your participation in our job fairs and speed-interview sessions, where you can match potential candidates and promote your company during our seminars. This partnership allows your brand to be associated with diversity, innovation, and global exploration. We consider you a crucial partner in empowering our future, fostering cross-cultural connections, and supporting the development of our talent. By partnering with us, you contribute to creating a thriving environment for both your organization and our students. The success of these projects is driven by the strong and collaborative relationships we establish with our partners.

 The logo for Insight China, featuring a red square with white Chinese characters and the text 'INSIGHT CHINA' in a bold, sans-serif font.	<p><b>Insight China - Leveraging China's High-tech Innovations for Swiss Companies</b></p> <p>This year, Insight China embarks on an exciting journey into China's technology leadership, offering Swiss companies a unique platform to dive into China's cutting-edge sectors or showcase their own innovations. With China's ambitious modernization plans focused on next-generation technologies, Swiss companies have unparalleled opportunities. The project emphasizes sustainable development alongside technological progress, ensuring a balanced approach to growth. Insight China provides valuable insights into China's high-tech landscape, fostering a deeper understanding and strategic advantage for Swiss companies. This initiative bridges the gap between theory and practice, allowing participants to gain first-hand experience and make valuable connections. It is a transformative experience that equips Swiss companies with the knowledge and partnerships needed to thrive in the evolving global marketplace.</p>
 The logo for connectUS, featuring the text 'connectUS' in a blue, sans-serif font.	<p><b>connectUS - Exploring Innovation in Times of Change: Fostering a Sustainable Tomorrow</b></p> <p>The newest edition of connectUS focuses on how emerging technologies and visionary practices are driving progress towards sustainable innovations. We explore this through five key subtopics, offering insights into groundbreaking solutions and strategies that are shaping a more resilient future. Our areas of interest include the opportunities and risks of food security in the age of genetic engineering, the challenges of implementing circular economy, the reality of AI-driven productivity versus its hype, the unseen challenges of urban resilience, and the dynamic between ambition and practical constraints in the entrepreneurship paradox. Join us as we delve into these critical areas in Switzerland and Northern America and uncover how innovation is paving the way for a sustainable tomorrow.</p>
 The logo for exploreASEAN, featuring a colorful rainbow arching over the text 'exploreASEAN' in a bold, sans-serif font.	<p><b>explore ASEAN - Sustainable Bridges: Exploring Future alongside Tradition</b></p> <p>Welcome to the 10th edition of exploreASEAN, marking a decade of enriching journeys and enlightening discoveries. This year, we celebrate our milestone anniversary with an exciting exploration of technology, sustainability and cultural heritage. Our journey will shed light on how innovative technologies harmonise with time-honoured traditions to shape a sustainable future. Through our seminars in Switzerland and our visits to Vietnam, Thailand and Malaysia, we aim to deepen our understanding of the dynamic interplay between modern progress and cultural preservation, and to highlight the importance of these issues.</p>
 The logo for Holatam, featuring a stylized figure holding a globe, with the text 'HOLATAM' in a bold, sans-serif font.	<p><b>Holatam - Continues in 25/26</b></p> <p>After two successful editions of Holatam, we will pause for the year 2024/25 to reflect on our achievements and plan for the future. This break will allow us to gather valuable feedback, explore new ideas, and ensure that our next edition surpasses all expectations. We appreciate the support from our community and look forward to returning with even more exciting and impactful events. Stay tuned for updates on our progress and future plans.</p>

# OUR MISSION

## Who are we?

**Motivated students with a shared vision and a curiosity for innovation - committed to forging interdisciplinary connections between the Swiss and Indian economies, fostering sustainable growth and collaboration.**

Our project team consists of six ambitious students dedicated to providing our delegation with a chance to immerse themselves in the expansive, dynamic Indian market and explore what India's rich and colourful culture has to offer. We aim to unleash innovation through collaboration in three main areas.

Through a hands-on approach, we want to learn from each other, selected guest speakers, partners, Swiss and Indian organisations. We want to learn how to foster innovation, facilitate collaboration and sustainability and empower different generations to create a purpose-driven and future-ready society.

## FOCUSINDIA IN NUMBERS

- 19 SUCCESSFUL YEARS
- 20th Focus India Anniversary
- Reaches 12'000+ students from different study fields on 4 campuses
- Reaches an audience of 8'500+ on social media during the on-site seminar
- 4 project managers, 2 communication managers
- About 20 delegates from study fields like Business, Engineering, Life Science & Social Work



# OUR VISION

## What is our impact?

### **The Swiss Indian Trade and Economic Partnership Agreement (TEPA): Innovation through Collaboration**

The **20th edition of FOCUS INDIA** promotes the dynamic connection between Switzerland's business world and India's booming economy. This year, under the theme "Innovation through Collaboration with the Swiss Indian TEPA," we're diving into how companies can align their mission, values, and goals with a higher purpose that transcends profit.

By embracing purpose-led strategies through our three P approach: People, Planet and Profit, we aim to explore new horizons in sustainable development and economic collaboration.



# OUR PROJECT

## What is it about?

### TEPA

The EFTA-India Trade and Economic Partnership Agreement (TEPA) represents a **significant collaboration** between India and the EFTA states (Switzerland, Norway, Iceland, and the Principality of Liechtenstein). Set to take effect in 2025, TEPA **aims** to eliminate the majority of customs duties on industrial products, thus promoting economic growth and trade liberalisation. This agreement will **impact** key industries and promote sustainable development, creating a balanced approach to economic growth and environmental sustainability.



### People

#### Employment and Skills Development

A significant goal of the TEPA is to generate 1 million jobs in India within the next 15 years. The focus is on promoting sustainable and inclusive job opportunities that align with skill development and economic empowerment. Empowering a skilled workforce, can enhance economic participation and improve living standards.

#### Economic Empowerment

The agreement underscores the importance of equipping the workforce with in-demand skills, fostering a competitive labor market, and ensuring individuals can secure meaningful, growth-aligned employment.

#### Social Inclusion and Labor Standards

TEPA is committed to protecting labor rights, promoting gender equality, and aligning with international standards to ensure fair working conditions. It also supports the inclusion of vulnerable groups in India's workforce.



### Planet

#### Commitment to Sustainable Development

The TEPA emphasizes the interdependence of economic, social, and environmental pillars. Innovation realized through this agreement will lead to more sustainable trade practices and higher environmental standards.

#### Sustainable Resource Management

Encouraging effective management of natural resources and ecosystems, the agreement focuses on conserving biodiversity, using it sustainably, and promoting responsible consumption.

#### Environmental Benefits

TEPA supports the transfer of green technologies, emphasizing collaboration in renewable energy projects like solar, wind, and hydroelectric power. Understanding how these efforts reduce carbon footprints is crucial, as this subject is more important than ever.



### Profit

#### Market Access and Economic Growth

TEPA enhances trade between India and EFTA through mutual tariff reductions, fostering economic integration and opening new opportunities for businesses to benefit from expanded market access.

#### Investment and Job Creation

Aiming for USD 100 billion in investments and 1 million jobs over 15 years, TEPA supports initiatives like "Make in India" and "Atmanirbhar Bharat," encouraging technological innovation and sustainable economic development.

#### Intellectual Property Protection

TEPA provides robust intellectual property protection aligned with TRIPS, safeguarding patents, reducing legal risks, and promoting innovation while ensuring fair competition and access to medicines.

# BENEFITS FOR YOU

## 2025 IS A YEAR OF INNOVATION



### ECONOMIC GROWTH

**FocusIndia** is actively exploring the opportunities presented by TEPA to unlock new trade avenues, enhance collaboration and partnerships, streamline supply chains, and drive economic growth through strategic regulatory alignment.

### EXPOSURE EXPANSION

We are taking a proactive approach to communication by focusing on our social media platforms. By leveraging **analytical tracking of our digital presence**, we'll ensure our content reaches the right audience, builds an engaged community, and significantly boosts your visibility.

### COLLABORATION MINDSET

Our top priority this year is to **strengthen partnerships** with our sponsors. We are committed to fostering transparency, maintaining reliable communication channels, and pursuing joint projects as the foundation for mutual success.

## WE OFFER EXPOSURE

### Employer branding perspective

- An exceptional chance to highlight your company to bright future graduates and distinguished guest speakers
- An opportunity to present your organisation at our seminars in Switzerland, with on-site visibility
- Promotion on our social media channels and website
- Interaction with enthusiastic students at our Career Fair
- Visit of your or your partner's facilities in Switzerland/India

## WE ATTRACT TALENT

### Human resource perspective

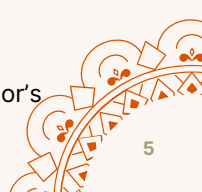
- Direct engagement with potential hires
- Access to the resumes of delegation members (approx. 80 students)\*
- Interaction with a network of over 12,000 students across 4 campuses

## WE SHARE KNOWLEDGE

### Growth perspective

- Access to a vast pool of expertise across various fields like business, life science and open work
- Opportunity to foster new knowledge
- Collaboration on research projects\*
- Integration of your research into a bachelor's thesis\*

\*only Platinum & Golden Partners / see List



# PARTNERSHIP OPPORTUNITIES

## Access to CV

Access to the CV Pool of

## Job advertisement

A job advertisement on our website and social channels during the project

## Bachelor thesis & research project

## Publicity

Presence on newsletters, presentations, and videos

## Webspace

Display of your logo Description of your company on our homepage

## Seminar in Switzerland / India & closing event

Stand at the career fair at the Seminar in Switzerland

Speed interview option at career fair

Possibility to distribute promotional material at the Seminar in CH

Timeslot granted if you wish to present your company during the Seminar in CH as an active Speaker /Panelist

Company visits in CH and/ or India

Content Contribution through Workshop

Display of your company logo at the Project Events

Seats provided for networking purposes at the Project Events

## Your contribution

	Platinum	Gold	Silver	Supporter
Access to CV	All delegations	All delegations	Focus India delegation	Upon agreement
Job advertisement	3	2	1	Upon agreement
Bachelor thesis & research project	1	✗	✗	✗
Publicity	Priority spots	Secondary spots	Tertiary spots	Upon agreement
Webspace	✓ Detailed	✓ Medium	✓ Medium	✓ Medium
Seminar in Switzerland / India & closing event	✓	✓	✗	Upon agreement
Stand at the career fair at the Seminar in Switzerland	✓	✓	✗	Upon agreement
Speed interview option at career fair	All delegations	All delegations	✗	Upon agreement
Possibility to distribute promotional material at the Seminar in CH	✓	✓	Upon agreement	Upon agreement
Timeslot granted if you wish to present your company during the Seminar in CH as an active Speaker /Panelist	✓	✗	✗	✗
Company visits in CH and/ or India	✓	✗	✗	✗
Content Contribution through Workshop	✓	✗	✗	✗
Display of your company logo at the Project Events	Large	Medium	Medium	Upon agreement
Seats provided for networking purposes at the Project Events	Unlimited	5	3	Upon agreement
Your contribution	CHF 10'000	CHF 7'500	CHF 5'000	Upon agreement

# JOINT SPONSORING MATRIX



## Individual Sponsorship Benefits

All benefits of an individual partnership package for all partnered projects

## Additional publicity

Company logo will be shown at the events of all partnered projects

Individual page in the seminar brochures of all partnered projects

Social media posts from a chosen destination of partnered projects including the company logo

Detailed social media info/promotion post on the channels of the partnered projects (e.g. video including production)

## Seminar in Switzerland

Lunch interview with interested students of the delegations during the Seminar in Switzerland

Possibility to hold a workshop at the Seminar in Switzerland with a selected pool of the partnered project's delegations (e.g. talent scouting)

Presentation slot and know-how integration at the Seminar in Switzerland of all partnered projects

Panel discussion on the last day of the day of the Seminar in Switzerland with all projects combined

## Partnership with FHNW

Mandate a bachelor thesis in collaboration with FHNW

## Your contribution (Per Sponsored active project)

## Number of partnered active projects (excluding Holatam)

	Joint Platinum Partner	Joint Platinum Partner (of 2-3 ISP Projects)	Joint Gold Partner	Joint Supporter
Individual Sponsorship Benefits	All Platinum benefits	All Selected Platinum benefits	All Gold benefits	Upon agreement
Additional publicity	✓	✓	✓	Upon agreement
Company logo will be shown at the events of all partnered projects	✓	✓	✓	Upon agreement
Individual page in the seminar brochures of all partnered projects	✓	✓	✓	Upon agreement
Social media posts from a chosen destination of partnered projects including the company logo	✓	✓	✗	Upon agreement
Detailed social media info/promotion post on the channels of the partnered projects (e.g. video including production)	✓	✗	✗	Upon agreement
Seminar in Switzerland	✓	✓	✓	Upon agreement
Lunch interview with interested students of the delegations during the Seminar in Switzerland	✓	✓	✓	Upon agreement
Possibility to hold a workshop at the Seminar in Switzerland with a selected pool of the partnered project's delegations (e.g. talent scouting)	✓	✓	✗	Upon agreement
Presentation slot and know-how integration at the Seminar in Switzerland of all partnered projects	✓	✓	✗	Upon agreement
Panel discussion on the last day of the day of the Seminar in Switzerland with all projects combined	✓	✗	✗	Upon agreement
Partnership with FHNW	✓	✓	✓	Upon agreement
Mandate a bachelor thesis in collaboration with FHNW	✓	✓	✓	Upon agreement
Your contribution (Per Sponsored active project)	CHF 5'000 per project	CHF 4'500 per project	CHF 3'500 per project	Upon agreement
Number of partnered active projects (excluding Holatam)	4	2 - 3	2 - 4	Upon agreement

Remark: all joint partners will relate to FHNW career services, to assess the possibility of an individual partnership.



# KEY DATES & EVENTS

**10-14 February 2025**

## SEMINAR IN SWITZERLAND

Participants get to engage with expert guest speakers during the 5 days seminar.



**April 2025 (15 days)**

## SEMINAR ABROAD

The delegation will go on-site and participate in company and institution visits as well as get the opportunity to experience the culture.



**14 February 2025**

## CAREER FAIR

The Career Fair takes place on the last day of the seminar in Switzerland. It is a unique opportunity for our partners to present their company and recruit FHNW students from various fields of study.



**8 May 2025**

## CLOSING EVENT

You will be invited to our final event where all the flagship projects reflect on their insights and experiences, and share their new perspectives.



# CONTACTS

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## **Focus India 20th Edition - The Swiss Indian TEPA: Innovation through Collaboration**

2025 marks the 20th edition of Focus India and a landmark year for international collaboration between India and Switzerland. This milestone is celebrated through the recent trade and economic partnership agreement (TEPA) between the EFTA states and India, which promises unprecedented trade incentives, investment in sustainable growth, and technological advancement. By embracing our three P approach—People, Planet, and Profit—we aim to explore new horizons in sustainable development and economic collaboration. This year's delegation will have a unique opportunity to immerse themselves in India's rich cultural heritage. We want to learn how to foster innovation, facilitate collaboration, and sustainability and empower different generations to create a purpose-driven and future-ready society. Our aim is to showcase multifaceted benefits of the triple bottom line, the 3 p's of sustainability people, planet and profit, showing us the way towards positive and lasting change.



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